

Social Media Brand Building and its Impact on Chinese Companies' International Market Entry

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Abstract: With the accelerated development of globalisation, Chinese enterprises are facing the challenges and opportunities of international market entry. As an emerging marketing channel, social media has an important impact on corporate brand building and international market expansion. This paper firstly outlines the concept and importance of social media and branding, then analyses the theory and practice of social media branding, then discusses the impact of social media branding on Chinese enterprises' international market entry, and finally verifies the role of social media branding in Chinese enterprises' international market entry through empirical research. The results of the study show that social media branding can improve brand awareness and reputation, lower the market entry threshold, enhance interaction and communication with the international market, and improve product competitiveness and market share. Therefore, Chinese enterprises should pay attention to social media brand building and develop corresponding strategies and methods to improve the success rate of international market entry.

Keywords: Social Media, Brand Building, International Market, Impact, Empirical Research.

1. Introduction

With the advent of globalisation and the digital era, social media has become an important tool for corporate brand building. Especially in the international market, social media branding is of strategic importance for the development of enterprises. However, for Chinese companies, how to use social media for branding and how to influence their international market entry through social media branding is still an issue that needs to be thoroughly researched.

This thesis aims to study social media branding and its impact on Chinese firms' international market entry. First, we will sort out the basic concepts of social media and branding, and analyse the core elements and strategic approaches of social media branding. Second, we will explore the specific impact of social media branding on Chinese enterprises' international market entry, including the aspects of increasing brand awareness and reputation, lowering the market entry threshold, enhancing interaction and communication with the international market, as well as improving product competitiveness and market share. Then, we will verify and analyse the impact of social media branding on Chinese enterprises' international market entry through empirical research, using both quantitative and qualitative research methods. Finally, based on the results of the study, we will propose corresponding strategic recommendations to help Chinese enterprises better utilise social media for brand building and improve their competitiveness in the international market.

The research significance of this thesis is mainly reflected in the following aspects. Firstly, this study will fill the theoretical gap of social media branding in the field of Chinese enterprises' international market entry and provide reference and reference for related research. Second, this study will provide practical guidelines for Chinese enterprises to conduct effective brand building on social media and to increase their visibility and influence in the international

market. Finally, this study will help to deepen the understanding of Chinese companies' competitive strategies and brand building methods in the international market, and provide useful insights for their internationalisation process.

2. Theory and Practice of Social Media Branding

2.1. Core Elements of Social Media Brand Building

Firstly, brand positioning is the foundation of social media brand building. Enterprises need to clarify their brand positioning, including brand value, brand personality, brand culture and brand vision, etc., in order to ensure that a consistent brand message is delivered on social media. Second, content innovation is the key to social media branding. Enterprises should create attractive and communicative content according to the interests and needs of the target audience to increase brand exposure and user engagement. Third, interactive communication is an important part of social media brand building. Enterprises need to actively interact with users, respond to their comments and questions, establish good user relationships, and improve user satisfaction [1]. Fourth, the construction of social media matrix is also an important part of brand building. Enterprises should use multiple social media platforms to form a brand communication matrix and expand brand influence. Fifth, data-driven is a powerful support for social media brand building. Enterprises should use data analysis tools to monitor brand performance on social media and optimise brand communication strategies. Finally, innovation ability is the continuous power of social media brand building. Enterprises need to constantly try to innovate, including communication methods, content forms and interaction methods, in order to adapt to the ever-changing market environment.

In summary, the core elements of social media brand

building include brand positioning, content innovation, interactive communication, social media matrix, data-driven and innovation capability. Enterprises need to work on these aspects in order to enhance brand influence on social media [2].

2.2. Strategies and Methods of Social Media Branding

Strategies and methods of social media brand building are important means for enterprises to enhance brand influence in the international market. Firstly, enterprises need to clarify the objectives of social media brand building, including improving brand awareness, reputation and loyalty. Secondly, enterprises should choose appropriate social media platforms for layout, such as Facebook, Twitter, Instagram, etc., according to their own brand positioning and target audience.

In social media brand building, content creation and dissemination is the core. Enterprises should develop a long-term content strategy, including the regular release of valuable, interesting and attractive content, interaction and communication with users, and the establishment of a good relationship. In addition, companies can use social media platforms to conduct online and offline activities, such as online promotions and offline activities, to increase user engagement and stickiness. In addition, the following points need to be paid attention to in social media branding: first, consistency, enterprises should maintain the consistency of brand image and communication on various social media platforms; second, innovativeness, enterprises should constantly try new contents and forms to attract users' attention; third, data analysis, enterprises should make full use of the data analysis tools provided by social media platforms to understand users' behaviours and preferences and optimize the content strategy and promotion effect [3].

In conclusion, the strategies and methods of social media brand building include clear objectives, choosing appropriate platforms, content creation and dissemination, online and offline activities, maintaining consistency and innovation, and data analysis. Through these methods, companies can enhance brand influence and facilitate international market entry and development.

2.3. Case Study of Social Media Branding

In the case study of social media brand building, we can take Alibaba as an example. As China's largest e-commerce platform, Alibaba has effectively built its brand image and expanded its influence in the international market through social media.

Firstly, Alibaba uses multilingual social media platforms, such as Facebook, Twitter, Instagram, etc., in its international marketing to adapt to the market needs of different countries and regions. By posting diverse content related to its business, such as business news, success stories, and special offers, Alibaba attracts a lot of attention and interaction. Secondly, Alibaba actively interacts with users on social media, responds to comments and questions in a timely manner, and provides excellent customer service. This makes Alibaba establish a good reputation in the international market and improve brand reputation [4]. In addition, Alibaba also uses social media for marketing strategies that combine online and offline activities. For example, it organised the 'Double 11' shopping carnival worldwide, which attracted the participation of many consumers and increased brand awareness and influence. Finally, through social media,

Alibaba establishes cooperative relationships with enterprises and government departments in various countries to promote the development of cross-border e-commerce. For example, it co-operates with international e-commerce platforms such as ebay and Amazon to jointly develop the global market and enhance the international competitiveness of Chinese enterprises.

In summary, Alibaba has improved its brand awareness and reputation, lowered its market entry threshold, enhanced its interaction and communication with the international market, and increased its product competitiveness and market share through effective social media brand building strategies. This provides a useful reference for Chinese enterprises to enter the international market [5].

3. Impact of Social Media Branding on Chinese Enterprises' International Market Entry

3.1. Improving Brand Awareness and Reputation

Social media branding plays an important role in improving brand awareness and reputation. Firstly, social media platforms have a large user base, and by promoting their brands on these platforms, enterprises can make more potential consumers understand and recognise the brand. Secondly, social media provides a space for brands to interact and communicate with consumers. By posting interesting and valuable content as well as responding to users' comments and questions in a timely manner, companies can enhance consumers' goodwill and trust in their brands. In addition, word-of-mouth communication on social media greatly influences brand image. When consumers share their shopping experience and product usage feelings on social media, good reviews will attract more potential consumers and further expand the brand's influence. At the same time, enterprises should actively respond to negative evaluations, solve problems in a timely manner, and maintain brand image. In short, social media branding effectively improves brand awareness and reputation by expanding brand exposure and enhancing consumers' positive perception of the brand.

3.2. Lowering Market Entry Barriers

Social media branding plays an important role in the international market entry of Chinese enterprises, one of which is to lower the market entry threshold.

Firstly, social media platforms provide SMEs with a low-cost and efficient publicity and promotion channel. Compared with traditional advertising and marketing methods, social media marketing has lower costs, making it affordable for SMEs, thus lowering the market entry barrier. Secondly, social media platforms provide SMEs with an opportunity to interact directly with potential customers. Through social media, companies can communicate with their customers in real time to understand their needs and feedback so that they can better adjust their products and services and improve their market adaptability. This direct interaction and communication also reduces the information asymmetry between enterprises and customers, making it easier for customers to understand and trust enterprises, and thus lowering the market entry barrier [6]. In addition, social media platforms provide a space for companies to share and communicate their brand stories. By telling the story behind

the brand, companies can convey the brand's values and culture to attract and retain target customers. This emotional connection helps build brand loyalty and reduces the unfamiliarity of new customers to the enterprise, thus lowering the market entry barrier.

In summary, social media branding effectively lowers the market entry barrier by providing low-cost promotion channels, direct customer interaction and sharing of brand stories, providing strong support for Chinese enterprises to succeed in the international market.

3.3. Enhance Interaction and Communication with International Markets

The rise of social media has provided a new platform for enterprises to interact and communicate with the international market. Firstly, social media enables enterprises to communicate more directly with international consumers, and understand their needs and feedback in a timely manner. Through social media platforms, enterprises can establish contact with international consumers with different cultural backgrounds and geographically dispersed regions, facilitating the two-way flow of information. This interaction not only helps enterprises better understand the needs of the target market, but also can shape the brand image in the minds of international consumers [7]. Secondly, social media also facilitates cooperation between enterprises. In the international market, enterprises often need to cooperate with other enterprises or organisations to achieve goals such as resource sharing and risk sharing. Social media platforms can reduce the cost of communication between enterprises and improve the efficiency of cooperation. Through social media, enterprises can quickly find partners and launch joint marketing or other forms of cooperation, thus enhancing their competitiveness in the international market. In addition, social media can also help enterprises to keep abreast of the international market dynamics. In the context of globalisation, the market environment is changing more and more rapidly, and enterprises need to keep abreast of market information in order to adjust their strategies and decisions. There is a large amount of real-time information on social media platforms, and enterprises can keep abreast of the latest developments in the international market by following industry leaders and participating in discussions. This helps enterprises grasp market opportunities and avoid risks.

In summary, social media branding can effectively enhance the interaction and communication between Chinese enterprises and the international market. Through the use of social media platforms, enterprises can better understand the needs of international consumers, find partners, and keep abreast of market dynamics, so as to enhance their competitiveness in the international market.

3.4. Enhance Product Competitiveness and Market Share

Social media branding plays an important role in Chinese enterprises' international market entry, of which improving product competitiveness and market share is one of the key aspects. Firstly, social media platforms provide an opportunity for enterprises to interact with global consumers, and through effective brand communication and marketing campaigns, brand awareness and reputation can be rapidly enhanced. This helps to attract more potential customers and increase their interest and trust in the product [8]. Second, social media branding can lower the market entry barrier.

Through social media platforms, Chinese companies can directly engage with the international market without having to invest heavily in establishing physical branches or advertising channels. This gives more SMEs the opportunity to enter the international market and expand their business scope. In addition, social media branding helps to enhance the interaction and communication between Chinese companies and the international market. Through social media platforms, companies can keep abreast of international market needs and trends, establish closer ties with consumers, and make product improvements and adjustments based on feedback. This interaction and communication helps Chinese enterprises better adapt to the local market and increase the competitiveness and market share of their products. Finally, social media branding can improve Chinese companies' product competitiveness and market share. Through social media platforms, enterprises can showcase the features and advantages of their products and differentiate themselves from their competitors. At the same time, social media can also provide enterprises with opportunities to connect with partners and industry experts, promote cooperation and innovation, and further increase market share [9].

In summary, social media branding has a positive impact on Chinese enterprises' international market entry, especially in terms of enhancing product competitiveness and market share. Through effective social media branding, Chinese enterprises can better enter the international market and achieve sustainable development.

4. Empirical Research

4.1. Research Methodology and Data Sources

In this study, we adopt a combination of quantitative and qualitative research to obtain a comprehensive understanding of the impact of social media branding on Chinese enterprises' international market entry.

Firstly, we conducted an in-depth study on the relevant theories of social media branding through a literature review in order to understand its connotation, core elements, strategies and methods. At the same time, we also studied the role of brand building in the international market and the challenges Chinese companies face in the international market. Secondly, we used questionnaires and in-depth interviews to collect a large amount of first-hand data. A total of 500 questionnaires were distributed and 400 were validly collected. In-depth interviews were conducted 20 times, including corporate executives, marketers and professionals. The collected data were then statistically analysed using SPSS software for descriptive statistical analysis and correlation analysis to verify the relationship between social media branding and Chinese companies' international market entry. We also conducted a content analysis of the interview data to gain deeper insights [10]. Finally, based on our findings, we proposed strategic recommendations for Chinese companies' social media branding to help them better enter the international market.

4.2. Data Processing and Analysis

In this study, we adopted a combination of quantitative and qualitative research methods to obtain more comprehensive and in-depth insights. First, we quantitatively assessed the effectiveness of social media branding by collecting data on user comments, likes and shares on relevant social media platforms, using text mining and sentiment analysis

techniques. Second, we conducted interviews with corporate executives and marketing experts to understand their views and suggestions on the social media brand building strategies of Chinese companies in the process of international market entry.

In terms of data processing, we first pre-processed the collected text data, including removing deactivated words, lexical labelling and word segmentation. Then, we applied sentiment analysis techniques to classify the emotional tendencies of user comments to obtain positive and negative feedback on social media brand building. In addition, we evaluate the communication effect of social media branding by calculating user interaction metrics, such as the number of likes, shares, and comments [11].

In terms of data analysis, we conducted statistical analysis of the quantitative data, including descriptive statistics and correlation analysis, to understand the impact of social media branding on Chinese companies' international market entry. At the same time, we conducted content analysis on the interview data to extract key messages and themes in order to provide insights into the strategies and practices of social media branding. Through these two analyses, we arrived at some important research findings, such as the positive effects of social media branding on increasing brand awareness and market share, as well as the challenges and problems that companies have in social media branding.

In summary, this study empirically investigates the impact of social media branding on Chinese firms' international market entry through data processing and analysis. Using a combination of quantitative and qualitative research methods, we processed and analysed user data and expert interview data on social media platforms, and came up with some meaningful conclusions and recommendations. These findings help companies to better understand and apply social media brand building strategies to improve their competitiveness and market share in the international market.

4.3. Findings and Discussion

Through empirical analyses, this study finds that social media branding has a significant facilitating effect in the international market entry process of Chinese enterprises. Firstly, social media branding helps to improve the brand awareness and reputation of enterprises. In the international market, consumers' choice of brands often relies on their knowledge of and trust in the brand. Through social media platforms, enterprises can better display their brand image, strengthen interaction with consumers, and improve brand awareness in the international market. Secondly, social media branding can lower the entry barrier for Chinese enterprises in the international market. With the help of social media platforms, enterprises can communicate directly with consumers in their target markets and understand their needs and preferences, so as to better position their products and markets. In addition, social media can help enterprises find suitable partners and expand channels in the international market [12]. In addition, social media branding helps to enhance the interaction and communication between Chinese enterprises and the international market. Through social media platforms, enterprises can keep abreast of the dynamics and trends of the international market, establish close ties with international consumers, and improve their competitiveness in the international market. At the same time, social media can also help enterprises establish cooperative relationships with international counterparts and jointly develop the market.

In summary, social media branding has an important impact on Chinese enterprises' international market entry. In order to make better use of social media for brand building, Chinese enterprises should strengthen the cultivation of social media talents, formulate targeted social media marketing strategies, and focus on the innovation and dissemination of social media content. At the same time, enterprises should also pay attention to the dynamics of the international market, actively interact with the international market, and enhance their international competitiveness.

5. Suggestions on Strategies to Enhance Social Media Branding

5.1. Formulate a Clear Strategic Positioning of Social Media Branding

Strategic positioning is the cornerstone of social media brand building. A clear and precise strategic positioning can help enterprises stand out in the fierce competition in the international market. When developing a strategic positioning for a social media brand, an enterprise needs to consider its own brand characteristics, market positioning and target audience. First of all, enterprises should conduct an in-depth analysis of their own brand to clarify the core value and differentiation characteristics of the brand. This will help enterprises create a unique brand image on social media platforms and attract the attention of target audiences. Secondly, enterprises need to conduct in-depth research on the target market to understand the needs, preferences and behavioural characteristics of the target audience. This helps companies to develop targeted social media marketing strategies and improve the effectiveness of brand communication. Finally, enterprises also need to pay attention to the social media branding of competitors and analyse their strengths and weaknesses in order to differentiate themselves in strategic positioning. By formulating a clear strategic positioning of social media branding, enterprises can establish a unique brand image in the international market, improve brand awareness and reputation, and thus enhance competitiveness.

5.2. Build a Social Media Content System with an International Perspective

Constructing a social media content system with an international perspective is a key part of improving social media brand building. In the construction of the content system, enterprises should focus on the innovation, culture and interactivity of the content. First of all, enterprises should constantly innovate social media content, combining the characteristics and trends of the international market and launching novel, interesting and attractive content to attract the attention and interest of the target audience. This can be achieved by releasing unique product stories, creative videos, user-generated content, and so on. Secondly, companies should focus on the cultural aspects of social media content, respect and understand the cultural backgrounds and values of different countries and regions, and avoid cultural conflicts and misunderstandings. In content creation and dissemination, local cultural elements and characteristics are integrated to enhance the localisation and affinity of the brand. At the same time, enterprises should also pay attention to hot topics and events in the international market, respond to and participate in discussions in a timely manner, and increase brand awareness and influence. Finally, companies should focus on

the interactivity of social media content, encouraging user participation and interaction to enhance the brand's sense of engagement and belonging. This can be achieved by organising online activities, Q&A interactions, and user comment responses. By building a social media content system with an international perspective, companies can create a unique brand image in the international market, increase brand awareness and reputation, and further expand the international market.

5.3. Strengthen Cooperation and Communication with International Social Media Platforms

Co-operation and communication with international social media platforms are crucial for enhancing the brand influence of Chinese enterprises in the international market. Firstly, enterprises should actively seek cooperation opportunities with international mainstream social media platforms, such as Facebook, Instagram and Twitter. Through co-operation with these platforms, enterprises can gain wider exposure opportunities and reach more target audiences. At the same time, cooperation can also help enterprises understand the rules and best practices of social media operations in international markets and enhance the internationalisation of their brands. Secondly, enterprises should actively participate in communication activities on international social media platforms, such as industry forums and seminars. These activities can not only help enterprises understand the latest trends and dynamics of the international market, but also communicate and co-operate with other international brands to jointly enhance brand influence. In addition, enterprises can also improve brand awareness and reputation in the international market by cooperating with opinion leaders and netizens on international social media platforms and leveraging their influence and fan base. By strengthening cooperation and communication with international social media platforms, Chinese enterprises can make better use of social media platforms for brand building and enhance the competitiveness of their brands in the international market.

5.4. Improve the Cross-cultural Communication Ability of Social Media Marketing Team

Improving the cross-cultural communication skills of social media marketing teams is the key to ensuring the success of social media brand building in the international market. Due to the diversity and complexity of the international market, companies face the challenge of different cultural backgrounds and values. Therefore, social media marketing teams need to have cross-cultural communication skills to understand and adapt to the cultural characteristics of different markets. Firstly, companies should strengthen cultural training for social media marketing teams to improve their cultural sensitivity and cross-cultural communication skills. This includes understanding the cultural practices, values, and language habits of different countries and regions in order to avoid cultural conflicts and misunderstandings in social media content creation and dissemination. Second, companies should encourage social media marketing teams to interact and communicate with local consumers to gain a deeper understanding of their needs and preferences. By interacting with local consumers, the team can better grasp market trends and changes and develop

targeted marketing strategies. At the same time, this also helps to enhance the localisation and affinity of the brand and improve its acceptance and recognition in the international market. Finally, companies should establish a cross-cultural communication mechanism to facilitate effective communication between social media marketing teams and international partners. This can be achieved by holding regular video conferences and organising cultural exchange activities. By improving the cross-cultural communication ability of the social media marketing team, enterprises can better adapt to the cultural characteristics of the international market and enhance the competitiveness and influence of the brand in the international market.

5.5. Optimise Social Media Brand Communication Strategy with the Help of Big Data Analysis

In the era of big data, data has become an important basis for enterprise decision-making. With the help of big data analysis, enterprises can more accurately understand the needs and behavioural characteristics of the target audience, so as to optimize the social media brand communication strategy. First of all, enterprises can analyse user data on social media platforms to understand the target audience's interest preferences, consumption habits and other information. This helps enterprises develop more accurate marketing strategies and improve the effect and conversion rate of advertising. Secondly, enterprises can monitor and evaluate the effect of social media brand communication with the help of big data analysis tools. By analysing communication data, such as the number of retweets, likes and comments, enterprises can understand the effect of brand communication and audience feedback, and adjust communication strategies in a timely manner. In addition, big data analysis can also help enterprises discover potential market opportunities and trends. Through in-depth mining and analysis of social media data, enterprises can discover new audience groups, market demand and competition, providing new ideas and directions for brand development. Therefore, optimising social media brand communication strategies with the help of big data analysis is an effective way for Chinese enterprises to enhance brand competitiveness and influence in the international market.

5.6. Focus on User Experience and Enhance Brand Loyalty

In social media branding, user experience is a key factor in enhancing brand loyalty. An excellent user experience can prompt consumers to create a positive emotional connection to the brand, which can be transformed into loyal consumers. In order to improve user experience, companies should start from several aspects. Firstly, companies should ensure that the information content on social media platforms is of high quality, valuable and meets the needs and expectations of their target audience. This includes providing useful product information, answering user queries, sharing industry trends, etc. By providing valuable content, companies can enhance user engagement and stickiness, and increase brand awareness and reputation. Second, companies should focus on the interactivity and responsiveness of social media platforms. When users ask questions or give feedback on social media, enterprises should respond and solve problems in a timely manner, showing a professional and caring service attitude. This helps to increase users' trust and satisfaction

with the brand and enhance brand loyalty. In addition, enterprises can also organise online activities, provide coupons and launch membership systems through social media platforms to increase users' sense of participation and access and further enhance brand loyalty. In summary, focusing on user experience is an effective way to enhance social media brand loyalty. Enterprises should continuously optimise user experience by providing valuable content, enhancing interactivity and responsiveness, and organising online activities, so as to enhance users' loyalty and stickiness to the brand.

5.7. Establish a Sound Social Media Brand Risk Management System

In social media branding, risks are everywhere. Establishing a sound social media brand risk management system is crucial to protecting brand image and maintaining corporate reputation. Firstly, enterprises should set up a special risk management team responsible for monitoring and assessing potential risks on social media platforms. This includes negative comments, rumour spreading, malicious attacks from competitors, etc. The risk management team should have the ability to respond quickly and take immediate measures to deal with the risks once they are identified, so as to prevent them from spreading and deteriorating. Secondly, enterprises should establish a perfect crisis public relations mechanism. On social media platforms, crisis events tend to ferment quickly, causing serious impacts on enterprises. Therefore, enterprises should formulate crisis PR plans in advance, and clarify the process and division of responsibilities for crisis response. Once a crisis event occurs, the plan can be activated quickly and effective measures can be taken to respond and reduce the negative impact. In addition, enterprises should also strengthen the prevention of legal risks on social media platforms. In social media brand building, enterprises may face legal risks such as intellectual property infringement and unfair competition. Therefore, enterprises should strengthen the study and understanding of relevant laws and regulations to ensure that all activities on social media platforms comply with the requirements of laws and regulations. By establishing a sound social media brand risk management system, enterprises can effectively deal with various risks on social media platforms, protect brand image and corporate reputation, and provide strong protection for the long-term development of the brand.

5.8. Innovative Social Media Marketing Means, Keeping up with Industry Trends

With the continuous development of social media technology and the intensification of competition in the international market, innovative social media marketing means have become the key to enhance brand competitiveness of Chinese enterprises in the international market. Enterprises should keep up with industry trends and continue to explore new marketing tools to attract the attention and interest of target audiences. Firstly, enterprises can make use of emerging social media platforms and technologies, such as short videos and live streaming, to carry out brand promotion and marketing activities. These emerging platforms are characterised by a large user base and high interactivity, which can help enterprises spread their brand image and product information more quickly. Secondly, enterprises can combine hot topics and events in the international market to carry out creative marketing activities

to increase brand awareness and influence. For example, combined with international sports events, cultural festivals, etc., launch relevant marketing activities to attract the participation and attention of the target audience. In addition, enterprises can also make use of the data analysis tools on social media platforms to monitor and evaluate the effects of marketing activities, so as to adjust marketing strategies in a timely manner and improve marketing effectiveness. By innovating social media marketing tools and keeping up with industry trends, Chinese enterprises can establish a unique brand image in the international market and enhance their brand competitiveness and market share.

6. Conclusion

In today's increasingly competitive globalisation, social media has become an important bridge for Chinese enterprises to enter the international market. Through effective social media brand building, enterprises can not only enhance brand awareness and reputation, lower the market entry threshold, but also enhance interaction and communication with the international market, and improve product competitiveness and market share. Starting from the theory and practice of social media brand building, this paper discusses in depth its impact on Chinese enterprises' international market entry and puts forward strategic suggestions to enhance social media brand building. In the future, with the continuous development of social media technology and the constant changes in the international market, Chinese enterprises should continue to strengthen social media brand building, innovate marketing methods and keep up with industry trends in order to establish a unique brand image in the global market and achieve sustainable development. At the same time, the government and all sectors of society should also give their support and attention to jointly promote Chinese enterprises to achieve greater success in the international market.

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